



PRESS RELEASE

GENESIS CELEBRATES SIX WINS AT IF DESIGN AWARD 2024

- Genesis CMF Experience wins major honors in two categories: Service Design and Communication
- MY GENESIS app and Genesis Panoramic Infotainment System lauded in Communication and User Interface categories, respectively
- Genesis X Convertible Concept named best electric vehicle concept
- Seoul Mobility Show 2023: Genesis Core Zone recognized in Interior Architecture

SEOUL, March 13, 2024 — Genesis announced Wednesday that the brand claimed six accolades at this year's iF Design awards spanning several categories — Communication, Service Design, User Interface (UI), Professional Concept and Interior Architecture.

The Genesis CMF Experience took home two awards in the Service Design and Communication category each, while the 'MY GENESIS' app led the way in Apps/Software category. Moreover, the Genesis Panoramic Infotainment System and Genesis X Convertible Concept received recognition in the Automotive UI and Convertible Electric Vehicle Concept category, respectively.

Given the crucial role of CMF, Genesis' CMF Experience was designed to be a central component of the Genesis showrooms. Visitors are escorted to a specially designed wooden drawers, which contain an eclectic display of various color and material samples used in Genesis vehicles.

In addition, a delicately crafted box consisting of transportable trays, dubbed a “mobile kit,” allows these material samples to be hand-carried with great ease. The overarching design concept of the CMF installation is minimalistic, reflecting Genesis' design principle of 'Beauty of White Space' inspired by traditional Korean design.



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'My GENESIS' app, which was recognized for its user-friendly interface, tailors to the user's preferences and behavior. Introduced in May 2023, the app seamlessly integrates Genesis' five digital services into one unified platform so that customers can access various driving-related features, such as personal driving data, membership details, diverse lifestyle content and the store, with exceptional convenience and ease.

The Genesis Panoramic Infotainment System was acknowledged in the Automotive UI category for its seamless user interface, affording customers the most immersive experience both inside and outside the vehicle.

The Genesis X Convertible Concept added another win to the list of awards in the Professional Concept category. As the brand's first convertible concept, the X Convertible epitomizes Genesis' 'Athletic Elegance' design language, manifested prominently through its distinctive two-line architecture and lighting signature inspired by the Genesis Crest Grille.

In the Mobility Show category, the Genesis Core Zone at Seoul Mobility Show 2023 was awarded top honors for showcasing Genesis' distinctive design identity.

"We feel a tremendous sense of honor to receive acknowledgment from the iF Design Awards for these significant vehicles and innovations," said SangYup Lee, Executive Vice President and Head of Hyundai and Genesis Global Design Center. "This recognition serves as a testament to the exceptional dedication exhibited by our team of visionary designers, who poured their unwavering passion and commitment into this project, alongside our collaborative engineers at the R&D center."

The iF Design Awards, hosted by iF International Forum Design GmbH, is widely recognized as one of the world's most prestigious design competitions. This year's winners were selected among 10,800 entries from 72 countries by a jury of experts. The awards ceremony will be held during iF Design Award Night 2024 in Berlin on April 29.